

POWERED BY **Dialog**

Pitney Bowes Introduces the Mailing Solutions for the Next Millenium.*Business Wire , Page: 1282 , March 30 1999*

STAMFORD, Conn.--(BUSINESS WIRE)--March 30, 1999--
Digital Metering And Weigh-On-The-Way(TM) Technologies Bring

Mid-Volume Mailers New Standards For Mailing Productivity,

Quiet Operation And Ease Of Use

Pitney Bowes Inc. (NYSE:PBI) Mailing Systems today introduced two high-speed digital metering systems that will change the way mail is processed in the 21st Century. The Galaxy(TM) 210 and Galaxy(TM) 180 Mailing Systems bring leading-edge technology to mid-volume mailers for maximized productivity, reliability, flexibility and ease-of-use. These businesses are cost conscious, focused on growth and searching for productivity gains to remain competitive. The Galaxy(TM) Mailing Systems deliver on all counts.

When mail center productivity is required for promotional mailings, the Galaxy(TM) System answers the call. The Galaxy(TM) 210 Mailing System can process uniform mail at variable speeds of up to 210 pieces per minute, and the Galaxy(TM) 180 cycles at speeds up to 180 pieces per minute. Both systems can handle sealed and unsealed materials, intermixed, without slowing down; so these business building communications can get out the door quickly. And, given the fact that 94% of consumers reported that they have a "good" relationship with a business that was initiated by mail, it is apparent that promotional messages are an important tool for growth.

Statement mailings or billings present a different challenge since these communications often vary in weight and thickness. The Galaxy(TM) Systems are again up to the challenge with their Weigh-On-The-Way(TM) (W-O-W(TM)) technology. W-O-W(TM) enhances productivity by virtually eliminating the need for off-line sorting by weight. Mail of varying weights (up to 13 oz.) and thickness (up to 1/2") can be intermixed, and the W-O-W(TM) feature processes this material in one, continuous stream. It determines the correct postage, then it sets the meter and imprints the required postage at speeds of up to 60 pieces per minute (50 pieces per minute for the Galaxy(TM) 180). By eliminating the need to manually sort material by weight, mail-processing time can be reduced by hours; and, at the same time, accurate electronic weighing can save mailers up to 20% in postage expense.

"By merging the best of our existing technologies with 60 new patent applications, the Galaxy(TM) Systems launch a new era of mailing productivity for mid-size businesses," states John Moody, President of Pitney Bowes Mailing Systems Division. "The Weigh-On-The-Way(TM) technology, that thousands of mail center managers all over the world have come to depend on with the Paragon(R) Mail Processor, is now reducing the time consuming chore of off-line weighing for mid-volume mailers as well. And, with the Galaxy(TM) Systems, we've also added futuristic, digital metering capabilities. Digital metering is so quiet that it won't even disturb a phone conversation," continues Moody. "Pitney Bowes has developed mailing systems that are truly perfect for the mid-volume market in that they are both mail center productive and office quiet."

Pitney Bowes started the Galaxy program by reinventing the postage meter. The new digital meter features encryption technology and single circuit board design making it the most advanced and secure metering system in the world. It is the first high-speed digital meter approved by the Postal Service, and by helping to protect U.S.P.S. revenue, the Galaxy Meter will contribute to rate stability. Also, by using ultra-fast inkjet printers, the Galaxy(TM) Systems are whisper quiet. Operating at a mere 64 dba, Galaxy can operate efficiently in any office environment without disturbing personnel. This is particularly important to mid-volume mailers, for these organizations typically do not have a dedicated mailing area.

In addition, the Galaxy(TM) Systems were designed with the knowledge that office environments often do not have dedicated mail-processing personnel, so Pitney Bowes made the Galaxy(TM) System easy to run - even for the occasional operator. User friendly controls guide operators through every processing step with easy-to-follow instructions. Businesses can even pre-program up to five jobs in the system's memory, so frequently produced work can be set up and run easily. The Centralized Control Panel further simplifies the operation by enabling all Galaxy functions (including accounting, advertising, sealing, metering, weighing, etc.) to be activated at the touch of a button.

Other features of the Galaxy(TM) Mailing Systems that enable them to deliver unparalleled benefits to the mid-volume mailer include:

- Advanced Postage By Phone(R) System. No need to stand in line at the post office to purchase postage. By merely pushing a button, the meter is refilled by modem in seconds.
- Auto-dating. Mail returned for incorrect dating is a thing of the past with the Galaxy(TM) Meter's internal clock that automatically advances the date.
- Tip-to-tip sealing. This ensures that confidential correspondence and billing transactions remain secure. And the Galaxy(TM) Systems' ability to seal without printing postage makes the system a valuable tool for handling internal communications and payroll applications as well.
- Self-adhesive or water-soluble tapes. These make processing parcels or oversized mail a snap. And the system can even generate multiple tapes of the same denomination at the touch of a button.
- Manage and control postage expense. The Galaxy(TM) Meter accounts

for every penny spent on postage. Tracking for 10 accounts is standard, and 100 account capability is available as an option.

Postage is a significant cost to most businesses, and the Galaxy(TM) Meter provides the tools to manage and control these expenses. Also, password security ensures that every cent of postage is safe from unauthorized use.

- Inkjet printing and digital metering. The digital indicia is clean, stylish, and it even prints in 2 colors. This appearance makes mail inviting. Also, as a recent NFO Research Inc. study revealed, a meter imprint significantly improves an envelope's likelihood of being opened compared to using preprinted, permit mail.

- Meter advertising. These promotions or goodwill messages are printed at the touch of a button, and they can turn every mail piece into a mini-advertisement for an organization. Up to 15 unique designs can be digitally stored in the meter's memory for easy retrieval.

"When you think about the future of metered mail, you think digital," stated Moody. "Digitally encrypted imprints can be scanned, potentially enabling both mailers and Posts to track individual mail pieces or parcels through the system. In addition, Galaxy's ability for on-line communications makes remote diagnostics and maintenance a real possibility. In fact, with the information captured through the Galaxy(TM) System's digital architecture, the future capabilities are almost limitless."

Pitney Bowes is a \$4.2 billion premier provider of informed mail and messaging management. For more information about the company, please visit our web site at www.pitneybowes.com.

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